

## Message Text

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ORIGIN EB-11

INFO OCT-01 EUR-25 IO-13 ADP-00 AID-20 CEA-02 CIAE-00

COME-00 FRB-02 INR-10 NSAE-00 RSC-01 CIEP-02 STR-08

TRSE-00 LAB-06 SIL-01 OMB-01 AGR-20 EA-11 NEA-10

OPIC-12 L-03 /159 R

DRAFTED BY EB/OT/STA:RWINSTANLEY:DJT

EXT. 23019 8/16/73

APPROVED BY EB/OT/STA:EWKEMPE

TREAS:WBARREDA (DRAFT)

TREAS:BMOODY

EUR/RPE:RMEIMA (DRAFT)

AGRI:WDOERING (SUBS)

COMM:SCHECHTE (INFO)

----- 107253

P R 162300Z AUG 73

FM SECSTATE WASHDC

TO USMISSION EC BRUSSELS PRIORITY

INFO ALL OECD CAPITALS

USMISSION GENEVA

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E.O. 11652: N/A

TAGS: ETRD, EC, US

SUBJECT: WINE--STANDARD BOTTLE SIZES FOR USE IN  
INTERNATIONAL TRADE

1. MISSION IS REQUESTED TO APPROACH EC COMMISSION AT  
APPROPRIATE LEVEL TO MAKE FOLLOWING POINTS ON USG ATTITUDE  
TOWARD WINE BOTTLE SIZES FOR USE IN INTERNATIONAL TRADE.  
SINCE ADVISORY COMMITTEE MEETING REFERRED TO BELOW TAKES  
PLACE AUGUST 20, APPROACH SHOULD BE MADE BY THEN, IF  
POSSIBLE.

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2. THE US, AS A MAJOR WINE-CONSUMING AND PRODUCING NATION,

HAS BEEN CONCERNED FOR SOME TIME WITH PROBLEM OF PROLIFERATION OF BOTTLE SIZES IN WHICH ALCOHOLIC BEVERAGES, INCLUDING WINE, ARE IMPORTED INTO US. THE LARGE NUMBER OF SIZES INVOLVED HAVE CAUSED PROBLEMS RELATED TO ENFORCEMENT AND ARE A POTENTIAL SOURCE OF CONFUSION TO CONSUMERS.

3. USG IS AWARE THIS PROBLEM HAS BEEN UNDER DISCUSSION FOR SOME TIME AMONG ALCOHOLIC BEVERAGE TRADE ASSOCIATIONS AND ATTENTION HAS BEEN GIVEN TO THE IDEA OF ESTABLISHING A SET OF STANDARD METRIC SIZES FOR USE IN INTERNATIONAL TRADE IN WINE. THE AMERICAN WINE INSTITUTE, THROUGH ITS GENERAL COUNSEL, MR. JEFFERSON E. PEYSER, HAS TAKEN AN ACTIVE PART IN THESE DISCUSSIONS. AS THE MISSION KNOWS,

THE WINE INSTITUTE HAS EVOLVED A SET OF SIX METRIC SIZES WHICH IT STATES WOULD MEET BOTH ECONOMIC CONSIDERATIONS OF MARKETING AND THE NEED FOR CONSUMER PROTECTION. THESE SIZES ARE:

.093 L  
.187 L  
.375 L  
.75 L  
1.50 L  
3.00 L

THE US SEES MERIT IN THE IDEA OF STANDARDIZING BOTTLE SIZES FOR USE IN INTERNATIONAL TRADE AND WOULD HAVE NO OBJECTION TO THESE PROPOSED SIZES.

4. IT IS OUR UNDERSTANDING THAT THE QUESTION OF BOTTLE SIZES FOR INTERNATIONAL TRADE IN WINE WILL BE DISCUSSED AT A FORTHCOMING MEETING OF THE ADVISORY COMMITTEE TO THE EC. THE WINE INSTITUTE WILL BE REPRESENTED BY MR. PEYSER AT THAT MEETING AND USG HOPES WINE INSTITUTE'S PROPOSALS WILL BE THOROUGHLY CONSIDERED AT THAT MEETING. USG HOPES THAT SOME AGREEMENT SATISFACTORY TO ALL CAN BE WORKED OUT AND IS WILLING TO CONSULT AT ANY TIME WITH COMMISSION TO HELP WORK ONE OUT.  
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5. MISSION REQUESTED TO REPORT EC REACTION, IF ANY. ROGERS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** STANDARDS, WINES, BOTTLES, TRADE CONTROLS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 16 AUG 1973  
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**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** garlanwa  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
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**Disposition History:** n/a  
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**Disposition Remarks:**  
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**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
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30 JUN 2005

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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WINE--STANDARD BOTTLE SIZES FOR USE IN INTERNATIONAL TRADE  
**TAGS:** ETRD, US, EEC  
**To:** EC BRUSSELS  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005